

# American Fruit Grower

WESTERN EDITION

OCTOBER • 1959



Progress Means Profit in  
Northern Ohio Vineyard

Bins Go to Market in  
New Zealand

New Freestone Peach

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Your Roadside Market?

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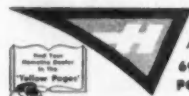
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## American Fruit Grower

Cover photograph, courtesy of International Harvester Company, shows J. H. Strong operating a McCormick No. 10 tandem disk harrow in the 55-acre Horace Hayn vineyard at Lawton, Mich.

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AMERICAN FRUIT GROWER



# LETTERS TO THE EDITOR

## Fruit in School

Dear Editor:

Fruit in today's school curriculum extends much further than the traditional apple for the teacher. Many children get a first acquaintance (and a positive liking) for fruit in the classroom.

Early grade color identification practice is ideally done with fruits. They may be sectioned later for eating and offer arithmetic lesson fractional study practice. Small clusters of berries and cherries are excellent (and tasty) motivations for learning to count by 2's and 3's.

Many classes prepare a fresh fruit salad. The children select fruits and compare and tally costs. They often become interested in raising fruits, protecting fruit trees, and are more interested in fruits for their daily diets.

There is magic in fruit appeal to children and fruits play a definite part in food-for-health studies in today's school.

R. S., Maryland teacher

## CALENDAR OF COMING MEETINGS & EXHIBITS

Oct. 4-7—National Association of Marketing Officials annual convention, Asheville, N. C., and Atlanta, Ga.—Wm. A. Wunsch, Pres., State College, N. M.

Oct. 6-7—Texas Peach and Plum Growers Association 7th annual conference, Memorial Student Center, Texas A & M College.—Blueford G. Hancock, Sec'y, Extension Horticulturist, Texas A & M, College Station.

Oct. 11—Ohio Nut Growers Association fall meeting, Davey Technical Service Center, Kent, Ohio.—E. M. Shelton, Sec'y-Treas., 1468 W. Clifton Blvd., Lakewood, Ohio.

Oct. 15-24—National Apple Week Association, Inc., fall national apple promotion.—National Apple Week Ass'n, Inc., 1302 18th St., N. W., Washington 6, D. C.

Oct. 21-23—National Agricultural Chemicals Association 26th annual meeting, French Lick Sheraton Hotel, French Lick, Ind.—Lea S. Hitchner, Exec-Sec'y, 1145 19th St., N. W., Washington 6, D. C.

Oct. 27-29—Florida State Horticultural Society 72nd annual meeting, Everglades Hotel, Miami.—S. John Lynch, Pres., 29800 Newton Rd., Homestead, Fla.

Oct. 27-29—Western Growers Association meeting, Ambassador Hotel, Los Angeles, Calif.—Frank E. Castiglione, Sec'y, 3091 Wilshire Blvd., Los Angeles 6.

Nov. 4-5—Western Wisconsin and Minnesota Fruit Growers annual meeting, Stoddard Hotel, La Crosse, Wis.—G. C. Klingbeil, Horticulture Dept., University of Wisconsin, Madison.

Nov. 10-12—Wisconsin Fruit Show, Retlaw Hotel, Fond du Lac.—G. C. Klingbeil, Horticulture Dept., University of Wisconsin, Madison.

Nov. 11-13—Iowa Fruit Growers' Association annual meeting, Iowa State University, Memorial Union.—R. Glenn Raines, Sec'y, State House, Des Moines.

Nov. 12-13—Tennessee Horticultural Society fall meeting, Knoxville, Nov. 13 meeting at Schley Wilson orchard, Cosby.—B. S. Pickett, Sec'y-Treas., University of Tennessee, College of Agriculture, Knoxville.

Nov. 13-21—Royal Agricultural Winter Fair, Royal Coliseum, Toronto, Canada.—C. S. McKee, General Manager, Royal Agricultural Winter Fair, Royal Coliseum, Toronto 2B, Ontario, Canada.

Nov. 19-20—Oregon State Horticultural Society annual meeting, Oregon State College, Corvallis.—C. O. Rawlings, Sec'y, Corvallis.

Nov. 19-20—West Tennessee Horticultural Society meeting, New Southern Hotel, Jackson, Nov. 19 meeting at McUmber farm, Greenfield.—B. S. Pickett, Sec'y-Treas., University of Tennessee, College of Agriculture, Knoxville.

(Continued on page 6)

OCTOBER, 1959

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## MEETING CALENDAR

(Continued from page 5)

Nov. 23-24—Illinois State Horticultural Society annual convention, Abraham Lincoln Hotel, Springfield.—Robert Rogers, Sec'y, Carbondale.

Nov. 23-24—Plant Disease Short Course, Texas A & M College, College Station.—Harlan E. Smith, Ext. Plant Pathologist, College Station.

Nov. 30—South Carolina Fresh Fruit and Vegetable Association, Wade Hampton Hotel, Columbia.—Tom Witherspoon, Sec'y, Columbia State Farmers Market, Columbia.

Nov. 26-Dec. 3—Entomological Societies of America, Canada, and Ontario 1st joint meeting, Sheraton-Cadillac Hotel, Detroit, Mich.—Arnold Mallis, Gulf Research & Development Co., P.O. Drawer 2038, Pittsburgh 30, Pa.

Dec. 1-2—Kansas State Horticultural Society annual meeting, Kansas State University, Manhattan.—W. G. Amstein, Sec'y, Extension Horticulturist, Kansas State University, Manhattan.

Dec. 1-3—Michigan State Horticultural Society, Civic Auditorium, Grand Rapids.—A. E. Mitchell, Sec'y, Michigan State University, East Lansing.

Dec. 2-3—Connecticut Pomological Society 69th annual meeting, Connecticut Light & Power Co. Bldg., Berlin.—Brainerd T. Peck, Sec'y, Lakeside.

Dec. 3-4—Idaho State Horticultural Society, 65th annual meeting, Hotel Boise, Boise, Idaho.—Anton S. Horn, Sec'y, 317½ North 8th, Boise.

Dec. 7-9—Washington State Horticultural Association annual meeting, Wenatchee.—John C. Snyder, Sec'y, Pullman, Wash.

Dec. 8-9—Oklahoma Pecan Growers Association annual meeting and show, Court House, Chandler.—E. L. Whitehead, Sec'y, Department of Horticulture, Oklahoma A & M College, Stillwater.

Dec. 11-12—Utah State Horticultural Society annual meeting, Hotel Utah, Salt Lake City.—Anson B. Call, Jr., Sec'y, Logan.

Jan. 4-5—Missouri State Horticultural Society annual meeting, Daniel Boone Hotel, Columbia.—W. R. Martin, Jr. Sec'y, Extension Service, University of Missouri, Columbia.

Jan. 5-6—North Carolina State Apple Association annual convention, Battery Park Hotel, Asheville.—R. B. Phillips, Sec'y, Bakerville.

Jan. 5-7—Indiana Horticultural Society annual meeting, Purdue Memorial Union, West Lafayette.—F. H. Emerson, Sec'y-Treas., Purdue U., Lafayette.

Jan. 6-7—Massachusetts Fruit Growers' Association annual meeting, Gardner State Armory, Gardner.—A. P. French, Sec'y, Pomology Department, U. of Massachusetts, Amherst.

Jan. 6-8—Western Washington Horticulture Association annual meeting, Fruitland Grange Hall, Puyallup.—Morrill Delano, Sec'y, Western Washington Experiment Station, Puyallup.

Jan. 7-8—Maryland State Horticultural Society 62nd annual meeting, Hotel Alexander, Hagerstown.—A. F. Vierheller, Sec'y, College Park.

Jan. 11-13—Virginia State Horticultural Society 64th annual meeting, Hotel Roanoke, Roanoke.—John F. Watson, Sec'y, Staunton.

Jan. 19-22—New York State Horticultural Society annual meeting, Hotel Manger, Rochester.—Thomas E. LaMont, Sec'y, Albion.

Jan. 24-27—South Carolina Peach Council annual meeting, The Clemson House Hotel, Clemson.—Roy J. Ferree, Sec'y, Clemson.

Jan. 29-31—Maine State Pomological Society, Lewiston Armory, Lewiston.—Howard C. Berry, Sec'y, Livermore Falls.

Jan. 27-29—New York State Horticultural Society eastern meeting, Hotel Kingston, Kingston.—Thomas E. LaMont, Sec'y, New York State Horticultural Society, Albion.

Feb. 1-4—United Fresh Fruit and Vegetable Association 56th annual convention, Conrad Hilton Hotel, Chicago.—Association Headquarters, 777 14th St., N.W., Washington 6, D.C.

Feb. 3-5—Ohio State Horticultural Society annual meeting, Neil House, Columbus.—C. W. Ellenwood, Sec'y, Rt. 2, Wooster.

Feb. 4—Prune Day, University of California, Davis.

Feb. 8-10—American Pomological Society joint meeting with State Horticultural Association of Pennsylvania, Yorktowne Hotel, York, Pa.—George M. Kessler, APS Sec'y-Treas., East Lansing, Mich.

Feb. 18-28th Annual National Cherry Pie Baking Contest, Sheraton Hotel, Chicago, Ill.—National Red Cherry Institute, 35 E. Wacker Drive, Chicago 1, Ill.

Feb. 21-24—National Peach Council annual convention, Sheraton-Park hotel, Washington, D.C.—Bob Rogers, Sec'y-Treas., 302 Walnut St., Carbondale, Ill.

April 14-15—2nd Western Conference on Post Harvest Physiology & Biochemistry, Univ. of Calif., Davis.—Public Service office, Univ. of Calif., Davis.

Apr. 28-30—Shenandoah Apple Blossom Festival, Winchester, Va.

AMERICAN FRUIT GROWER

## *It's Time We Improved* **OUR PUBLIC RELATIONS**

Let's get in and fight and give the public the truth

By H. B. TUKEY

"**A**GRICULTURAL historians of the future," says Jim Roe of Chicago, "will mark the present decade as one in which farm people lost the understanding and respect of their fellow Americans. Seldom has a professional or occupational group been so systematically and inaccurately reviled."

A national magazine speaks of farmers as willing to sit back and do nothing at all for the payments which they supposedly receive from the Federal Government; and then it asks, "Does that make you feel good at income tax time?" Another magazine inaccurately suggests that by eliminating support programs "your Federal taxes could be cut 6%"—referring unfairly to the entire appropriation for agriculture, which includes research in which the consumer benefits even more than the producer.

It has come to such a pass that a letter to the editor of the *New York Times* calls for "schools instead of surpluses." We have become the hideous object of comparison.

No wonder that John Zuckerman of Stockton, Calif., despairingly said before a national committee recently: "I have watched with concern—indeed horror—over the years as a concentrated effort is made to inflame an unenlightened public against the American farmer. He is systematically blamed by the people for starting and propagating nearly every social ill of our century."

How did this all come about? Much of it goes back to the emergency programs that followed World War II, which were invoked to take up some of the slack from an over-expanded war agriculture. The program became a political football, in

which the party in power was castigated by the "outs." The farmer was the one in the middle; he became the culprit.

Remember the potato program and the pictures of huge piles of dyed and destroyed potatoes? Actually, the cost of the program was \$256 million (not billion), and the egg program was \$87.5 million. The costs were high enough, but they were nowhere as important as the news channels of America made them out to be.

Now, the Gross National Product of the United States was announced in August as \$485 billion a year. In 1958 (the latest figures available), the American people spent a total of \$57.7 billion for food that was grown on American farms. Of this, \$36.9 billion went to the marketers and only \$20.8 billion to the farmer.

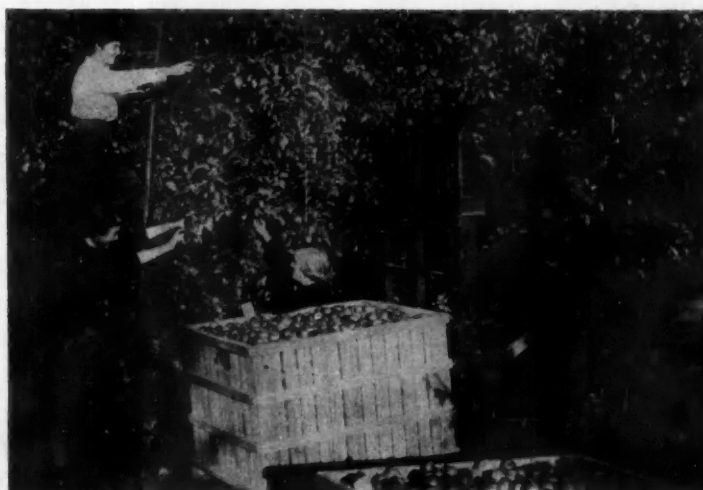
In other words, the American farmer received only \$20 billion in 1958 for all the foodstuffs he grew which the American people consumed.

Try telling this to your city sister or your cousin or your aunt. They will not believe the figure is so small; and, for that matter, a lot of you who read this will find it hard to believe.

Further, the Federal budget for 1959-60 is to be around \$80 billion, and the deficit year of 1958-59 saw expenditures of \$80 billion. This means that the cost of Federal Government in 1958-59 was almost exactly **FOUR TIMES** what the farmer received for the foodstuffs he provided to the American people in 1958.

Never before in history has a nation been fed with such an abundance of quality and variety at such a low cost. Much is made of subsidy payments to farmers. It is time someone began asking who is subsidizing whom. It looks, at times, as though the farmer is subsidizing the rest of the country with low cost foods.

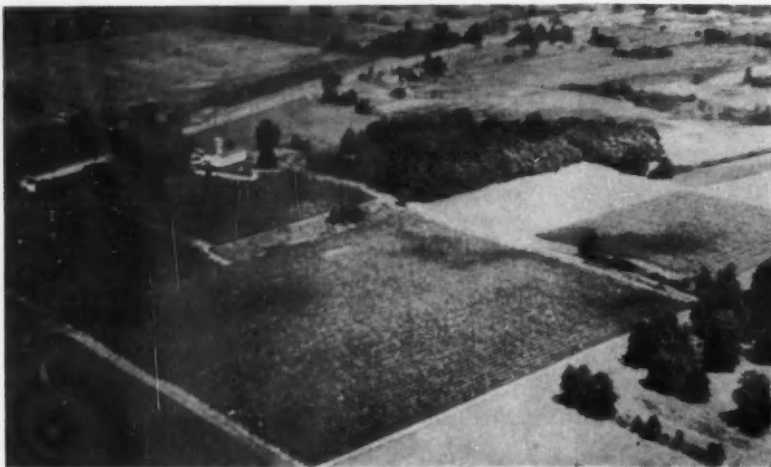
But does the farmer and those who  
(Continued on page 17)



How do we go about improving our public relations? By using the ingredients we have—a natural product with an interesting history and special methods of growing and handling. Prepare these in an attractive manner and we have an appeal people can't resist.

The author, DR. H. B. TUKEY, is head of department of horticulture, Michigan State University, East Lansing, and associate editor of AMERICAN FRUIT GROWER.





Airplane view of 30-acre vineyard of Walter L. Green and sons, Lovell and Joe, in Madison, Ohio.



The Greens look over new extension grape spray chart. From left: Joseph, Walter L., W. Lovell.

## PROGRESS Means PROFIT in this Northern Ohio Vineyard

**The three-generation vineyard of the Greens has  
been successfully built up on the try-a-new-idea plan**

**By F. G. HASKINS**

*Lake County Extension Agent, Painesville, Ohio*

**A** WILLINGNESS to try out new ideas, followed by good judgment in the adoption of those practices which save labor and increase yields, is a big factor in the success of the three-generation vineyard of Walter L. Green and his two sons, Lovell and Joe, of Madison, Ohio.

The vineyard was started in 1893 with a planting of 4 acres by W. L. Green, Sr., father of the present owner. By 1916 the last of the current 30 acres was set. In 1958 the 25 acres of Concord and 5 acres of Niagara and Agawam produced about 180 tons, 30 tons more than the normal 5 tons per acre.

The increased yields in the Green vineyard and the reduction in labor costs have been due largely to use of concentrate sprays, chemical weed control, balanced pruning, high trellises, chopping of brush, and fertilizing according to needs of the vineyard.

The Greens were among the first to co-operate with George Still, USDA grape entomologist, in trying new spray formulas for control of insects and diseases and herbicides for control of weeds.

As a result of these trials, Lovell Green, with the help of Still and a

local mechanic, built a concentrate sprayer which applies 50 gallons per acre instead of the conventional 300. With one filling of the 150-gallon tank Lovell is now able to spray 3 acres.

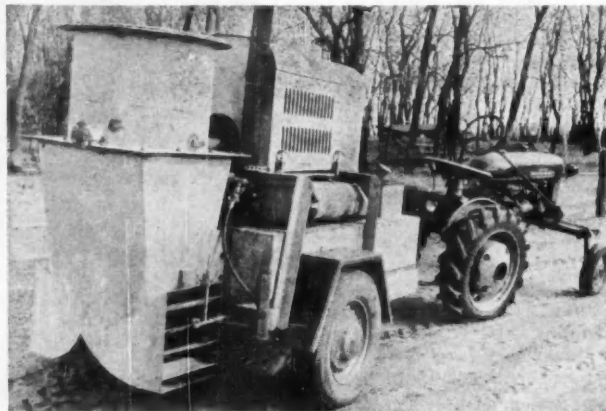
The smaller unit is much lighter and can be operated with a small tractor. The same amount of spray chemicals are applied per acre in one-sixth as much water and with less discoloration of the grapes.

The sprays applied are: Petal-fall: DDT and ferbam; 10-day cover: DDT, ferbam, and parathion;

mid-August: DDT and parathion (plus fixed copper and lime if mildew is present).

The results obtained with concentrate sprays were equal to or better than the old program of dilute sprays, so last year all the spray applications were in concentrate form. The cost of the specially built concentrate sprayer was about the same as a conventional 300-gallon sprayer and motor.

Ten years ago, under Still's direction, the Greens tried spraying  
(Continued on page 21)



Concentrate sprayer designed by Lovell Green and George Still and made by local mechanic. Engine is mounted on top of 150-gallon tank. Blower is mounted over air ducts which blow mist on vines; spray nozzles are on second vent.

AMERICAN FRUIT GROWER



# State REPORTS

## WESTERN EDITION

### Changing Climate May Affect Coastal Fruit Areas

**L**AST year research scientists at Scripps Institution of Oceanography, La Jolla, Calif., made the startling announcement that the currents along the West Coast were changing radically and that this would greatly affect the climate. If the currents continue to increase in temperature as present indications point out they will, the climate of California and that of all the West Coast is going to become warmer. This may seriously affect the deciduous fruit industry. Growers have already shown concern over the deleterious effects of this past unusually warm winter on their cherry, peach, and pear crops.

The Institution has enlisted the aid of amateur scientists in recovering objects, seeds, and evidences of fish life of tropical origin that drift in to the seashores. These include such things as Japanese drift bottles, mango seeds, sea beans, Paper Nautilus shells, Bull Kelp, and Ribbon Kelp. Things already reported include white sea bass caught near Juneau, Alaska; drift bottles from California found near the Columbia River; a southern Mexican pop bottle picked up at La Jolla.

In 1957 the coastal area emerged from a decade of colder than normal weather which had been preceded by a period of above normal temperatures. That year La Jolla experienced the warmest winter in 27 years, and the 1958-59 season continued warm.

These short term climatic shifts are believed to be associated with the oceans. As the winters become warmer, there seems to be little doubt that much of the temperate zone is in a great period of slowly increasing temperatures and increasing aridity.

Dr. John Isaacs, associate professor of oceanography at the Institu-

tion, summarizes effects of the changing climate in this way:

1) The evidence points toward slowly increasing temperatures in the future influencing such things as the southern limit of certain deciduous species only over centuries.

2) Short-term fluctuations in climate have occurred and are now occurring. These will influence such deciduous crops on the West Coast.

3) We have just emerged from one of the longest periods of cold

conditions on record. There have been colder single years but no record of a period of such persistent colder than normal conditions.

4) Areas on this coast which have had only marginal success with deciduous trees over the past 10 years (from inadequate dormancy) probably will be totally unsuccessful in the long run.

Progress reports on this research will be highly important to the whole West Coast fruit growing industry.

### Nut Men Have Their Day

**A**LMOND growers had their first conference and walnut growers their first in 20 years when some 800 persons gathered at University of California, Davis, recently to learn about the latest research developments in the nut growing industry.

The two-day Edible Tree Nut Conference was held under the auspices of the University in co-operation with Diamond Walnut Growers, Inc., and California Almond Growers Exchange. Topics of discussion included variety developments, pest and disease problems, marketing, and new equipment. Several new types of commercial machinery for harvesting, handling, and pruning were displayed and demonstrated.

Claron O. Heese, chairman of the department of pomology at Davis and co-chairman of the conference with A. D. Rizzi, summarized the University's research efforts to improve nut crops. He indicated an emphasis on theoretical research, and predicted complete mechanization to be just around the corner.

Representing Diamond Walnut Growers, Inc., A. L. Buffington pointed out that outside help from government programs and tariff restrictions were only emergency aids

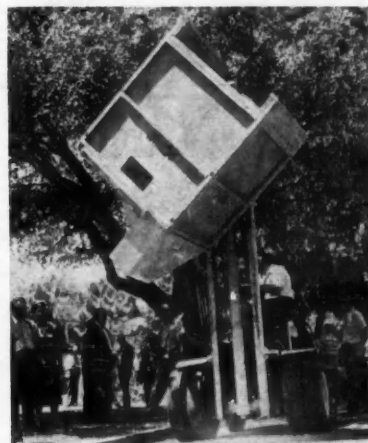


Photo by R. D. Van Brackle  
A. W. Thresher, Gridley, Calif., shows bulk handling. Boxes with bottom vents are moved over forced air outlet by fork lift truck. Dry nuts are then dumped on grading belts.

to the industry. The growers and other industrial personnel play an important part in stabilizing the walnut industry, he said, and urged that they seek more consumers and maintain sensible pricing programs.

It was noted that major areas of walnut production are shifting northward and into the interior val-

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Willoughby, Ohio



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leys. This demands development of varieties better suited to the new areas.

According to Dale E. Kester, pomologist at Davis and one of the almond day speakers, few changes have been made in commercial varieties of these nuts in the past 50 years. But, he predicted a swing toward new varieties bred for specific qualities such as small meats and later blooming.

Kester suggested using a pollinating limb grafted to almond trees, and predicted that the variety breeding program may yet produce the ultimate answer to pollinating problems—a self-fertile variety that will meet commercial production and quality standards.

Norman W. Ross, Stanislaus County Farm Advisor, disclosed results of his recent study of production methods in 10 of the state's best almond orchards. Ross said that growers were consistent in their ability to give orchards intensive care under programs in which fer-

tilization, irrigation, pruning, and cultivation were suited to individual needs, but he concluded that wise management was the single most important factor in gaining high production.

**Almond diseases** were discussed by Joseph M. Ogawa and James DeVay, Davis plant pathologists. The picture looks promising for an all-in-one spray that can be applied in early winter for control of diseases such as brown rot, shot hole, leaf blight, and scab, which appear in the spring.

The only effective control known at present for mallet wound canker is pruning out and burning the diseased wood. Damaged tree tissue is particularly susceptible to this fungus which is usually harmless on healthy trees.

In tests comparing hand and machine harvesting last year, DeVay found that 42 cankers resulted from 52 mallet wounds, whereas only three cankers resulted from 55 contacts of the mechanical shaker head.

## Soft Fruit Aids

**I**NSTALLATION of a dipping process for post-harvest treatment of soft fruit, using a newly-developed fungicide and bactericide formulated from orthophenylphenol (STOP-Mold, manufactured by Vis-Ko, Inc., Sumner, Wash.), brought excellent results this season to Jackson & Bearden, Modesto, Calif.

The chemical bath gave the fruit better appearance, longer shelf life, and, most important, reduced drastically the transmission of bacterial spores through both plant and orchard. This solution eliminated the

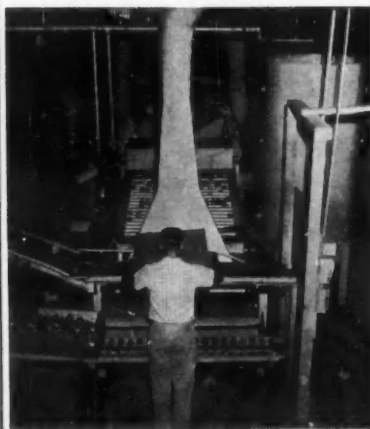


C. H. Jackson displays a pack of nectarines in a lug box fitted with the new corrugated liner used this season by Jackson & Bearden.

inefficient method of running peaches through brushes to de-fuzz them.

The solution received considerable testing by such experts as Dr. T. T. McClure, formerly at USDA, Beltsville, Md. now at Washington, D.C.; Dr. J. W. Eckert, University of California, Riverside; and J. M. Ogawa, University of California, Davis. Dr. McClure reported some tests showed as high as 91% kill rate of brown rot spores.

Jackson & Bearden have also changed to a new lightweight green corrugated liner to add attractiveness to their two-layer lug box and to provide cushioning protection for the soft fruit itself. They have had a good response from this change and have topped the market with the package on several occasions.



At Jackson & Bearden plant in Modesto, Calif., peaches and nectarines this season were given a post-harvest dip in a STOP-Mold solution. Blower pipe sucks up peach fuzz and other debris loosened by dip. Fruit then goes to a clear water bath, is sorted, dried, and packed.



## Apples

### Bins Go to Market

TWO Michigan State University scientists, H. P. Gaston and J. H. Levin, along with the Williams boys of Nelson, New Zealand, pioneered in the bulk harvesting of fruit from trees to grader. No new practice in horticulture has received such universal acceptance, with growers being rapidly converted over to this method of improving fruit quality and saving money. This bulk handling, however, went only as far as the packing house, storage, and grader.

Our neighbors in the southern hemisphere have once more come to the foreground in pioneering an improved handling method. This time two Tasmanians, Frank Walker, chief of horticulture, and H. C. Sargent of the Port Huon Co-op, have taken the next step and are bulk-shipping apples right to the stores that supply the consumer.

Pilot shipments of Jonathans in half-ton bins have been carefully evaluated upon arrival in England and Continental Europe. Control packs shipped at the same time in bushel-size wooden boxes were also inspected at the end of the eight-week journey. Results are shown below.

MARKET CONDITION (pounds of fruit)					
Bin No.	Good Fruit	Reject for Blemish	Reject for Bruising	Waste	Total
1	998	8*	—	2	1008
2	1004	2	—	4	1012
3	1014	4	—	2	1020
4	1005	8	—	2	1015
TOTAL	4023	22	6 apples	10	4055
	99.25%	0.5%	—	0.25%	100%
(Control Shipment)					
84 Boxes	2795½	82½	310½	—	3188½
	87.5%	2.7%	9.8%	—	100%

\*Includes 6 bruised apples.

The bins must be sturdily constructed to handle a half ton of fruit. Built on a standard pallet base, overall measurements of the bins are 62½ inches long, 44½ inches wide, and 29½ inches deep. Internal measurements of 60 x 42 x 23 feet give 33 cubic feet capacity to carry approximately 25 bushels of loose-jumble, naked fruit.

The wooden side and top framework of the bin is of crated design constructed of 3 x 1-inch soft wood and the corners are strengthened by metal shield capping. The interior is lined with Burnie fibreboard (smooth side inward) to present a smooth and non-chafing surface for the fruit. After lidding, the bin is strapped with four strips of thin-gauge, flat iron. The tare weight of the container is approximately 180 pounds.



Apples in Tasmania are bulk-shipped direct to the stores that supply the consumer.

The bins are lined with strawboard in most cases, but unlined bins carry about as well. The sheet of fibreboard is fastened to the frame by means of staples, using a stapling gun. Steel eyelets are imbedded in the four corners to facilitate handling where fork lift trucks are not practical, mostly at ship-loading time.

Varieties used in these trial shipments were Jonathan, Cleopatra, and Sturmer Pippin.

Bulk marketing of fruit greatly improves quality at the consumer level by practically eliminating bruised and blemished fruit. Costs are reasonable on the bins which should have a good resale value at terminal markets. Man handling of the produce is eliminated in favor of fork lift trucks which are standard equipment in progressive produce warehouses and in some supermarkets. Cold storage can be conserved as is the case with bulk harvest bins. Pre-covering of the fruit prior to lidding is desirable, and bins are not overfilled.

As a result of these successful shipments, other packers in Tasmania plan to convert to this type of package next harvest season. Frank Cole, also of the Port Huon Co-op, is now in Europe and England following up on the trade acceptance of the fruit. "I inspected some and was amazed at the excellent condition. The Sturmer Pippins were as if they had been picked yesterday. The pears were in excellent condition on arrival but showed signs of deterioration when taken out of the ripening rooms. I believe this was because of too rapid change in temperature."

American growers and shippers would do well to give serious consideration to this type of fruit handling as more and more of their fruit is merchandised through the bigger supermarkets where warehouses are equipped to handle these large containers. The cost of labor would be reduced and quality and appearance of the fruit would be enhanced.

To carry bulk marketing one step further, fruit could be prepackaged into poly bags, placed in bins at the grower level, and left untouched until delivery at the retail store. For varieties like Golden Delicious and McIntosh a somewhat smaller bin might be in order, and the Golden should be further protected by poly sheets or a large poly bag.

The original bin experiment has already proved that fruit can be shipped eight weeks overseas from Tasmania to England and Continental Europe free of blemish while check boxes of the bushel size showed 9 to 51% damage.—Paul Stark, Jr.

## Stone Fruits

### New Freestone Peach

SUNCREST, a new peach variety formerly tested as F-69, has been released by USDA for propagation. Suncrest resulted from the pollination of Alamar with Gold Dust, made in 1952 at U. S. Horticultural Field Station, Fresno, Calif.

Suncrest ripens about 10 days earlier than regular Elberta, and about 10 days later than Redglobe and July Elberta. The fruit is large, round and freestone, and has light pubescence.

Trees of Suncrest are vigorous and productive, and required thinning each season it has been in production. Trees at Beltsville, Md., have been susceptible to bacterial spot disease. This disease does not survive in dry areas west of the Rocky Mountains but is most serious in other areas or seasons of high rainfall. The blossoms are large-petaled and self-fertile, and open about with Elberta.

Information on sources of budwood may be obtained from John H. Weinberger, U. S. Horticultural Field Station, 2021 South Peach Ave., Fresno 2, Calif.

## HAVE LARGER FRUIT Chip Your Prunings



Into  
Moisture  
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Mulch

Tree trimmings are one of your best and cheapest sources of mulch. A Fitchburg Farm Chipper will reduce prunings quickly to moisture-holding wood chips. You eliminate the job of hauling brush.

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You will find the Fitchburg Farm Chipper a working machine in your orchard. Anywhere you can drive your tractor, you can chip prunings with a Fitchburg Farm Chipper. Combine your work, chip your tree trimmings with a Fitchburg Farm Chipper, and mulch your orchard in ONE SIMPLE OPERATION.

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An orchard model Chipper costs as little as \$650. This is soon returned by your increased fruit production, the lowered farm labor costs. Find out how a Fitchburg Chipper will fit your orchard. WRITE FOR FREE CHIPPER FACTS TODAY.

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## State News

### VIRGINIA

#### Magness Honored

THE apple industry is growing the best fruit it has ever grown, Dr. J. R. Magness, recently retired chief of USDA's fruit and nut division, told several thousand growers and dealers assembled at Berryville, Va., for the 37th annual picnic held by U. S. Senator Harry F. Byrd.



U. S. Senator Harry F. Byrd addressing growers and dealers at annual picnic, Berryville, Va.

Senator Byrd, a veteran apple grower, described Dr. Magness as a distinguished scientist in the field of fruit research. Without such men, he said, the apple business would be in a sorry plight.

In his address to the picnickers honoring him, Dr. Magness urged growers to carefully consider marketing agreements and to make a study of the methods needed to improve marketing practices and to expand apple consumption.

The apple business is much more healthy because we have kept aloof from Federal subsidies, Senator Byrd stated.

A picnic lunch was served at Westwood, home of B. B. Byrd, following a tour of H. F. Byrd, Inc., orchards.

Steve Putnam, manager, Lake Ontario Fruit Growers Co-operative in western New York, told how the formation of a sales organization enables growers to accomplish more together than they can do individually. The Lake Ontario Fruit Growers co-op was formed in the spring of 1955, now has 54 grower members and is the largest apple handler in western New York.

### WASHINGTON

#### Peach and Pear Prices Set

**F**REESTONE peaches are being offered to Northwest canners at \$47.50 per ton for No. 1s and \$32.50 for 2s with a \$1 service charge.

The Washington Freestone Peach Association decided to lower the peach asking price for its members' fruit after a substantial block of

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- HEAVY DUTY



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New, light weight heavy duty anvil type lopping shears. Alloy metal handles. 100% guaranteed. Cuts limbs up to 1 1/4" diameter.



**SNAP-CUT**  
No. 119

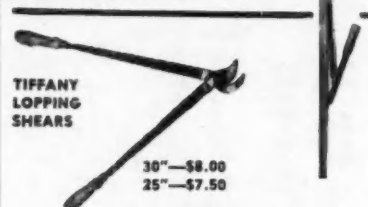
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The original anvil type pruner. A terrific tool. Cuts up to 3/4" branches. All parts replaceable.

### "ALL PURPOSE" TREE PRUNER (No. 3)

An easy pull cuts 1" branches, spring opens blade for next cut. Lever action. Tempered cutlery steel blade. Heat treated steel head riveted to pole.

6 foot	.....\$5.25
8 foot	.....\$5.75
10 foot	.....\$6.25
12 foot	.....\$6.75



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30"—\$8.00  
25"—\$7.50

Double cut "drawn in" cutting action. All forged, improved bolt and nut joint. Through tang handles.

### NEW, FINEST EVER PRUNING SAWS



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22" blade—\$5.90



No. 514  
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Fastest, easiest cutting saws for orchard use. Swedish steel blades. Complete line of 6 models covering all requirements up to chain saw work.

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descriptive  
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Oakville, Connecticut, U.S.A.

AMERICAN FRUIT GROWER

peaches outside the Association had been sold for \$47.50.

Northwest Bartlett pear growers, represented by the Washington-Oregon Canning Pear Association, have been unable to come to terms with local canners.

The Association withdrew its original offers of \$70 and \$47.50 roadside. Later, these prices were resubmitted with an upward adjustment of the hauling charge.

An Association spokesman explained adjustment was made in view of conditions which in the Association's opinion had increased the value of pears in the Northwest.

#### ARKANSAS

##### Better Marketing

**M**ORE than 100,000 bushels of peaches were marketed by the members of the Crowley Ridge Fruit Growers Association of which Jimmy Hicky is president. About 80,000 bushels graded No. 1.

The growers in the productive Crowley Ridge area of eastern Arkansas improved their marketing system this year by enlisting the aid of ex-

#### APPLES—SO GOOD

"Apples—so good every day in so many ways" is the theme of National Apple Week, October 15-24.

Joining apple producers in this national celebration will be Kraft Caramel Apple and Betty Crocker Pie Crust Mix.

Emphasis will be placed on apples—in so many ways—by special retail grocery displays.

perienced fruit marketing men and establishing adequate packing shed facilities at Forrest City. A. C. Eichberg of Lincoln, Nebr., and Alamo, Texas, had charge of the marketing program.

#### GEORGIA

##### Pecan Production

**T**HE USDA estimates Georgia pecan production at 35 million pounds, topping all other states. Texas will produce about 27 million pounds and Oklahoma 25.5 million.



**MARKETING EXPERTS AT FOUR-STATE MEETING**  
Quality fruit delivered at the right time and to the right place will mean profits this season for East Coast growers, visitors from four states were assured July 28 during two-day horticultural meeting in Adams County, Pennsylvania. Marketing experts attending from National Apple Institute and International Apple Association were, left to right, Everette Severe of NAI, Fred W. Burrows of IAA, President John Phillips of Pennsylvania Horticultural Association, and Truman Noid of NAI. The annual event attracts fruit growers from Pennsylvania, Virginia, West Virginia, and Maryland—plus New Jersey, Delaware, and New York.—George A. Van Horn.

OCTOBER, 1959



Photo by Hedrich-Blessing, Furniture by Heywood-Wakefield

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Charm and appeal far beyond its modest cost are yours in a Bruce Ranch Plank Floor. The inlaid walnut pegs, random widths and Decorator Finish give distinctive, luxurious style to any home.

All this beauty is yours for a lifetime, too. Bruce Ranch Plank is solid oak...will never wear out or need replacing. The interesting grain and mellow coloring of the wood are protected and enhanced by a superb factory-finish that

makes upkeep a breeze. And you can choose or change your furnishings as you will, for this floor harmonizes with all colors and all home styles.

When you build or remodel, be sure to tell your architect, contractor or lumber dealer that you want Bruce Hardwood Floors. You can choose Ranch Plank, Block or Strip...all are naturally beautiful! Write for free booklet with room photos in full color.



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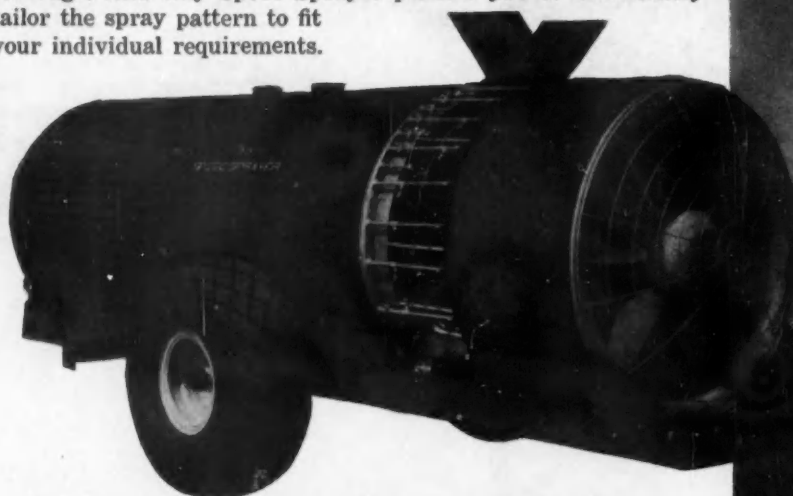
## HARDWOOD FLOORS



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# PATTERN FOR PROTECTION▶

Effective orchard and grove protection depends *not only* upon air volume, but also upon air handling and direction control. Since the late 30s, air handling has been pioneered and developed by Speed Sprayer engineers. Air carried spray materials penetrate and envelop the tree, actually displace standing air. A wide controlled air column moves into the tree, turning and covering every leaf, reaching critical dense areas including topmost center branches. Only Speed Sprayers give you true, aerodynamic air handling for thorough, penetrating tree coverage. And only Speed Sprayer permits you to individually tailor the spray pattern to fit your individual requirements.



**NOW! CHOOSE THE FUEL YOU WANT, IN THE MODEL YOU WANT  
... 16 models including 2 attachments**

For extra versatility and fuel savings, John Bean offers Speed Sprayers with a wide choice of fuels and tank sizes:

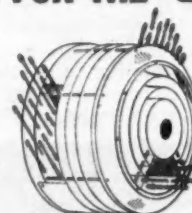
MODEL	GASOLINE	DIESEL	LPG	TANK SIZE
701 CP	X	X	X	500 gal. — METALLIZED
501 CP	X	X	X	500 gal. — METALLIZED
401 CP	X	X		500 gal. — METALLIZED
401 CP	X	X		400 gal. — METALLIZED
275 CP	X			Bean Bond 300 or 400 gal. with High Pressure Royal 25 Pump
V275 CP	X			Bean Bond 300 or 400 gal. with Low Pressure Centrifugal Pump
12 Speedaire Attachment	X			
10 Speedaire Attachment	X			

## NEW PRESTOMATIC CONTROLS



New Prestomatic controls—for individual right and left spray delivery plus throttle control. Instrument cluster is grouped for quick easy checking. Control panel mounts on tractor fender within finger-tip reach of driver.

## LOOK FOR THE "LITTLE"



### AIR SCOOP SECTION

This exclusive feature channels bottom air into the pattern for extra penetrating drive for positive coverage of upper tree parts.

### FLUSH-TYPE TANK COVERS

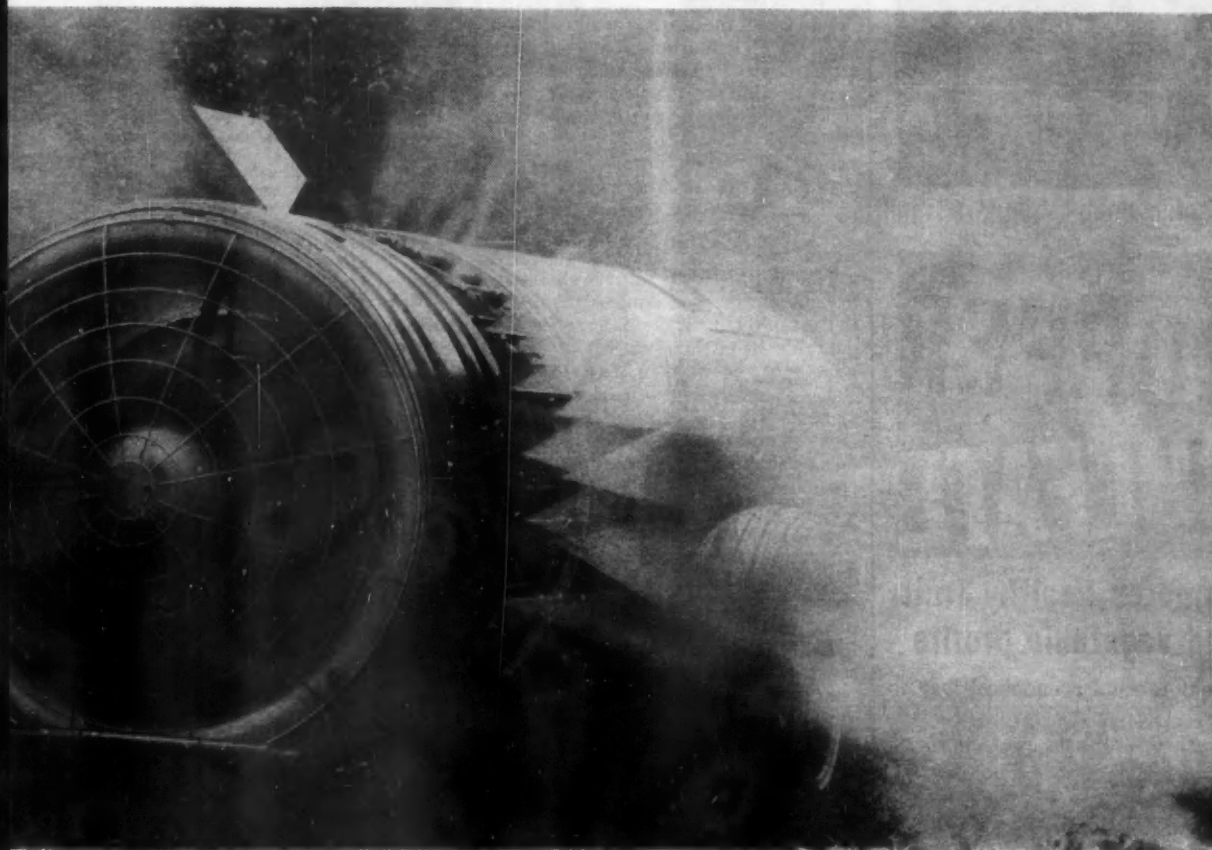
Heavy cast aluminum, non-corrosive, tank lid opens easily, closes securely, won't hook and damage low overhanging branches.

### DOUBLE STRAINING

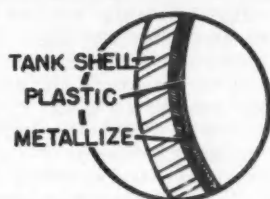
Positive filtering during refills is made possible by the big capacity filler strainer. Suction line strainer filters solution again before it enters pump, insuring uninterrupted flow.

air handling **PLUS** volume  
and direction control

with *John* **BEAN**®  
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## FEATURES THAT MAKE JOHN BEAN THE BIG DIFFERENCE IN QUALITY



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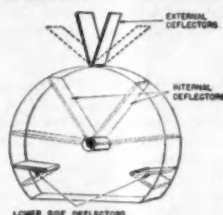
Tank interiors are protected against rust and corrosion by exclusive Metallizing and Bean Bond processes. No rust to clog nozzles, longer tank life assured.

### SPRAY MATERIAL SIGHT GAUGE

Saves time, eliminates guesswork. Shows exactly the level of spray material in the tank.

### HEAVY CHANNEL BOX FRAME

Long life, arc-welded frame with multiple cross members won't twist or bend even over roughest terrain.



### ADJUSTABLE DEFLECTORS

Internal, external and side deflectors let you quickly tailor spray pattern to your trees.

FREE CATALOG, "1960 Orchard and Grove Sprayers". FREE BOOKLET, "What You Should Know About Air Carrier Spraying of Orchards". Also, free literature on SHUR-RANE Sprinkler Irrigation. Yours on request.

Your John Bean Dealer will be happy to demonstrate Speed Sprayer's Individually Tailored Pattern for Protection in your orchard.

### NEW, DRY-TYPE AIR CLEANER

Heavy-duty air filter traps dirt, minimizes engine "down time". Warning light on control panel automatically warns when filter needs cleaning. Standard on Speed Sprayer Models 701, 501 and 401.

### EFFICIENT AXIAL FLOW FAN

Moves more air for its size than any other type. Cast from high-strength, heat treated aluminum, it's statically and dynamically balanced for smooth, continuous duty.

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More than 70 years of dependable performance by Triangle Brand Copper Sulfate have eliminated the disease risks you take with fruit and vegetable profits. In spray and dust form, it controls the diseases which attack the foliage and fruit of citrus and nut trees, as well as blight and diseases in vegetable crops (leaf spot, anthracnose, etc.). It acts naturally to replace the copper in the soil.

Triangle Brand Copper Sulfate does other farm jobs, too. It controls farm pond scum and algae. On fence posts, it provides lasting protection against termites and rot.

Send for your free booklet, you'll find it rewarding.

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## Marketing

### Do Customers Remember Your Roadside Market?

**W**HAT is it that makes some roadside markets stand out more than others? Often one will see several similar markets near each other, all with comparable quality and prices. Yet, one market seems to "click" when the others do not. What makes the big difference?

Chances are that the marketer who is an outstanding success is a "creative thinker." He has come up with a host of little ideas to make his market distinctive and long-remembered in the minds of his customers. Such an operator in effect gives his market a personality of its own.

Every really new idea looks crazy at first. Yet, the value of really new ideas to the roadside marketer is immeasurable. They represent the most powerful force of all in gaining an advantage over other retail competition. The man who allows himself to entertain unconventional ideas is the one who develops entirely new approaches to roadside selling success that are nothing short of ingenious.

Let the examples set by others spark some new and original ideas of your own. In the following paragraphs are original ideas of other roadside marketers to initiate your own thinking. Read them, and go on from there:

In New York state, one marketer enjoyed an excellent following due partly to his unique habit of giving a fine red apple to every child visitor.

Another market operator obtained from nearby chambers of commerce the names of new residents and new brides in the community and sent them personal invitations with small gift certificates with splendid results.

Colorful flower beds were in themselves a major attraction to enhance visitors to an eastern market. Since the flowers alone were worth coming to see, the market traffic naturally was boosted.

Personal sales approaches added to the friendly atmosphere of one market and resulted in unusually fine customer loyalty. The proprietor simply introduced himself to each stranger: "I'm Henry Jones, and will be glad to help you." His employees did likewise.

In Michigan, a clever market owner obtained some oilcloth liners and sold his empty bushel baskets as clothes baskets at a handsome profit.

A honey stand in Pennsylvania, the owner found, could not be operated profitably with an attendant. So he set it up on a self-service honor-system basis. You take your honey and you leave your money, depositing it in a convenient slot. Pilferage? Hardly any. The idea was a great success. The same operator has a live bee exhibit in his market building (with glass sides for the protection of customers), and the educational value of a visit to his honey stand is well known to parents of small children throughout the area.

By setting up a branch market at the county fair, another roadside marketer introduced his business and his products to hundreds of new customers, some of whom became regular customers afterwards.

Special attractions in new varieties and unusual vegetables account for the popularity of another market. "You should see the interesting things at the Matthews Market," customers tell their friends.

A giant sign in the shape of an apple made it impossible to forget the name and location of an orchard salesroom specializing in quality retail packs at its roadside location.

Customers are asked to register their names and addresses at one eastern market. This information is available to the market operator for subsequent mail order selling.

The distinction achieved by another market, in an area where competing markets unwisely fail to post prices, is simply this advertised policy: "We mark all prices plainly, because we are proud of the values we offer."

**Ideas like these** make the difference between an outstandingly successful market and a mediocre one. Ideas are worth money. Your creative ideas cost you nothing. Put them to work in your roadside market!—  
*Robert L. Bull, Ext. Marketing Spec., U. of Delaware, Newark.*

### PROCESSOR PRICES

**E**ASTERN Fruit Marketers Co-operative, Inc., released its grower-members from the terms of their contract as to deliveries following announcement of prices by C. H. Musselman Company, processors.

The co-operative had offered apples to processors on the basis of U. S. 1 Canner grade, 2½ inches up, at \$2.65 per cwt. for York Imperials and \$2.35 per cwt. for all other varieties. C. H. Musselman Co. offered \$2.25 for Yorks and \$2 for all other varieties.

Directors of the co-operative issued the following statement: "We feel we can claim credit for the slight increase in price to growers represented by these prices. We are most grateful that it was possible to induce processors to name a price before beginning to receive fall varieties.

"However, we must express the strongest dissatisfaction with these prices in the face of economic conditions which we feel would permit processors to pay substantially more. They are particularly hard to take in that while they represent a slight increase over last year's prices for the larger apples, prices for smaller and lower grade fruit show a decrease. Statistical studies show that such fruit is worth ¾ to ¾ as much as the 2½-inch up fruit but the announced prices represent less than 50% as much for it. We cannot recommend the delivery of apples at these prices and feel strongly that a reactivation of last year's 3-D (Defer, Divert, and Diminish) program is in order."

AMERICAN FRUIT GROWER





By HENRY BAILEY STEVENS

**Fanfare** IN QUITE a different mood comes this piece for Fall from Tom Kelly of Elmcrest Orchards, Grand Rapids, a Michigan State graduate in speech and drama, who works at the unusual combination of orcharding and radio announcing:

"There is some conjecture as to when this gracious time begins. Perhaps the first little feelers are put out in mid-August when the sport pages start their spreads on the coming football powers. On a morning in early September you hopefully say to a neighbor 'Little tinge of fall in the air today,' but this is a time to savor the taste of the season like a gourmet slowly chewing a delicacy.

"Those of us who live close to the earth may find it hard to be poetic about the harvest. Our picture of the fruit tumbling from the Horn of Plenty may be distorted by the How factor; but the rejoicing of a mother for her child overshadows the pain of delivery. Certainly to mere man who has helped to grow them, there is nothing so gratifying as a tree loaded with fruit, whether it be dusky purple plums, their rich color reflecting the softening sunlight; massive red and gold peaches nestled among waxy leaves; or proud red apples, flaunting their breeding for all to see.

"As the days progress, the fanfare becomes more brilliant, the pomp more glorious, and many a breath is caught halfway in the throat at the crashing colors against a soft and receptive sky. A few bleak and squally days punctuate the scene as old King Winter blusters on stage before his cue, only to be ushered off by the Queen's bright-crested bodyguards."

**What, What! How's That Again?** DON McLeod, who has built up a good roadside business along with his orchard at Wilton, N. H., tells me that he sells about 50 bushels of Russets every year. "People buy them as a curiosity," he says, "but it would be hard to believe that a Nodhead really tastes as good as a Delicious."

Address your "Windfalls" contributions to Henry Bailey Stevens, AMERICAN FRUIT GROWER, Willoughby, Ohio.

OCTOBER, 1959

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Every PORTER PRUNER is designed to meet the needs of fruit growers who have to handle a lot of pruning — fast and clean, with the least possible labor. Porter Pruners are designed to do a particular job or jobs better than any other — for root-cutting or orchard pruning, or general brush cutting. Stay sharp longer, and give long trouble-free service. Ask about PORTER PRUNERS, at your dealer's or write for catalog.

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## THE QUESTION BOX

Don't be perplexed! Send us your questions—no matter how big or small. A 4-cent stamp will bring you an early reply. Address: The Question Box, AMERICAN FRUIT GROWER, Willoughby, Ohio.

### FREEZE DAMAGE OR INTERNAL BREAKDOWN

How can we tell whether our apples have been damaged by internal breakdown or freezing injury? The damage seems to be similar.—Rhode Island.

Internal breakdown is at times mistaken for freezing injury, according to the report of USDA researchers in the bulletin, *Market Diseases of Apple, Pears, Quinces*.

In distinguishing between the two it is helpful to bear in mind that a large part of the browning in frozen apples occurs at bruises extending inward from the surface, and that freezing injury may occur at any point on the apple without relation to maturity or morphology.

On the other hand, the browning from internal breakdown at a bruise rarely assumes a radical direction. It is usually accompanied by a greater degree of mealiness, and includes more of the surrounding tissue.

### BLACKBERRIES FOR KENTUCKY

I am looking for a good blackberry variety. Can you help?—Kentucky.

Present varieties generally are not satisfactory as much of the fruit fails to develop properly under Kentucky conditions, says Carl Chaplin, fruit specialist at University of Kentucky. Reason for this is not known, but a virus is suspected.

Some of the strains growing wild in the state might make good commercial varieties and University of Kentucky horticulturists are collecting these with the idea of developing strains not subject to the failure noted in varieties now available.

Kentucky readers who have a favorite spot where the berries are large, sweet, and numerous, should notify Carl Chaplin at department of horticulture, University of Kentucky, Lexington.

### PEACH ROYAL OR PEACH MELBA

Sometime ago you had an item about a dessert made with peaches and ice cream. I would appreciate it if you would tell me how to make the dessert and also the name of it.—Texas.

Called Peach Royal or Peach Melba, it consists of half a peach surmounted by a scoop of vanilla ice cream with some berry syrup floated in from the side.

### PLASTIC MULCH FOR PEARS

I have heard that pear growers in Medford, Ore., are keeping weeds and grass down around newly planted young trees with black plastic mulch. I wonder exactly how this works and how the plastic is fastened to the ground.—Oregon.

According to C. B. Cordy, county agent in Medford, one of the pear growers in the area used black plastic around his pear trees. Three feet counted off of a 3-foot roll made a 3-foot square and this was split half way through and slipped around the tree. A little dirt was thrown around the edges to hold the plastic in place. No weeds came up and even the good growth of alfalfa which developed failed to raise the plastic and the alfalfa soon died out.

The big drawback was in disking, when it was necessary to keep a safe distance from the poly in order to avoid catching it and pulling it away from the tree. As a result a circle of weeds grew around the edges.

## STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF:

AMERICAN FRUIT GROWER, published monthly at Willoughby, Ohio, for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, American Fruit Grower Publishing Company, Willoughby, Ohio; Editor, R. T. Meister, Willoughby, Ohio; Managing Editor, None; Business Manager, Edward L. Meister, Willoughby, Ohio.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If now owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

American Fruit Grower Publishing Company, Willoughby, Ohio; E. G. K. Meister, Willoughby, Ohio; Elsie K. Meister, Willoughby, Ohio; Edward L. Meister, Willoughby, Ohio; R. T. Meister, Willoughby, Ohio.

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EDWARD L. MEISTER  
Business Manager.

Sworn to and subscribed before me this 25th day of September, 1959.

(Seal) E. P. Jeanguenat, Notary Public  
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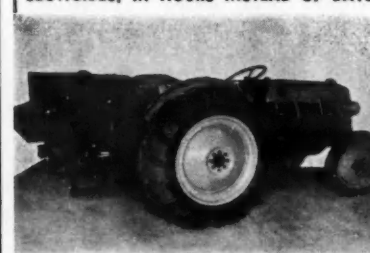
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AMERICAN FRUIT GROWER

## Farm Advisor Was Moscow Fair Guide

CALIFORNIA'S well-known farm advisor from Santa Clara County, Leon Tichinin, was an American guide at the United States Fair in Moscow. The 75 American guides were the center of attraction among Russians hungry for news and information about the United States.



"Tish"

Because they speak Russian fluently, the guides answered any questions asked and encouraged questions. The Communists are not in favor of this free interchange and have made a strong attack against the guides.

"Tish," as he is known to his friends in the Santa Clara Valley, has done outstanding work with cherries and apricots. He was selected to man the farm machinery exhibit at the Moscow Fair because of his knowledge of the Russian language. Russian-born "Tish" is a naturalized citizen.

## Idaho Bargaining Group Formed

APPLE growers recently formed the Idaho Processing Apple Growers, to negotiate with processors. Stanley Robison, Caldwell, who was elected temporary chairman, said a minimum goal of 1500 tons has been established.

For membership, a producer must agree to let the association handle 5% of his total tonnage. Contracts with processors will give the producer a 10% leeway in the amount of tonnage that he supplies.

Robison stated that the state's apple crop this year would be 30,000 to 35,000 tons and that the crop is expected to double within the next six years due to new plantings in recent years.

Directors chosen for the new association were Doyle Symms and Robison, representing Sunny Slope; James Patrick and Leslie Reed, Emmett; Theodore Reins and Phillips Borup, Fruitland and Payette district. Stanley Garrett, Emmett, was appointed director at large.

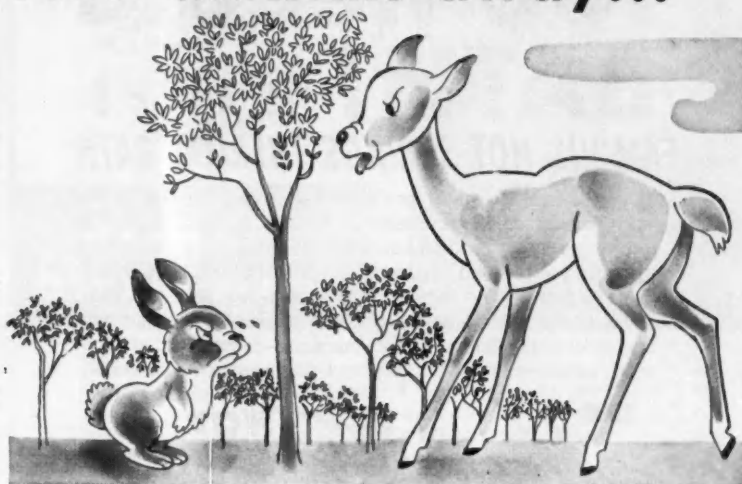
## Colorado Sets Peach Price

THIS year's canning peach crop is bringing Colorado growers \$58 a ton for No. 1 grade 2½ inch fruit.

Principal change in the contract with Mesa County Cannery, Grand Junction, and Skyland Food Corporation, Delta, over last year, according to the Peach Board of Control, was in the size of fruit accepted. Hereto-

OCTOBER, 1959

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## BOOKS for your orchard library

• **Hanna's Handbook of Agricultural Chemicals**, by Lester W. Hanna. Contains descriptions of over 500 commercial chemicals. Various common names and numerical designations of fertilizers, fumigants, fungicides, weed killers, insecticides, rodenticides, etc., are explained as to composition, use, cautions, and antidotes in this pocket-size manual. 209 pages.....\$5.95

• **Irrigated Soils**, by D. W. Thorne and H. B. Peterson. This book discusses soil management of arid and semi-arid soils where irrigation is necessary to crop production. Drainage, land reclamation, soil microbes, organic matter, fertilization, and crop management are discussed fully. The chapters on planning and carrying out irrigation are especially valuable. 392 pages.....\$7.50

• **Western Fruit Gardening**, by Reid M. Brooks and C. O. Hesse. A handbook for the home gardener in the West on fruit varieties; climatic adaptation; soil, water, and nutrient requirements; pruning and propagation; and control of diseases and pests. 287 pages.....\$4.50

• **American Wines and Wine Making**, by Philip M. Wagner. A practical illustrated book for the small grape grower and home wine-maker. Chapters on French wine-growing and on the American wines of California and the East serve as a first-rate guide. 230 pages.....\$5.00

• **Plant Regulators in Agriculture**, edited by H. B. Tukey. Seventeen specialists present the many different uses of plant regulators and tell what they are, how they operate, how plants respond, and where they belong in agriculture. 269 pages.....\$6.50

• **The Pruning Manual**, by E. P. Christopher. The latest information on pruning. This book brings up-to-date Liberty Hyde Bailey's famous book of the same title. Over 200 pruning diagrams show how to prune tree fruits, grapes, brambles, shade trees, and ornamentals. 320 pages.....\$5.00

• **Spraying, Dusting and Fumigating of Plants**, by W. S. Hough and A. F. Mason. A revised edition telling how to apply insecticides, fungicides, soil fumigants, herbicides, and growth regulators. Spray materials and equipment, and recommended applications for fruit and vegetable crops are discussed in detail. 725 pages.....\$6.95

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• **Apples and Apple Products**, by R. M. Smock and A. M. Neubert. A valuable reference book on the finished apple—with information on the many apple products that can furnish a profitable sideline for the grower. The composition, nutritional qualities, factors affecting quality, storage methods, and preservation of apples are discussed. Illustrated with many photographs, charts and graphs. 486 pages.....\$9.75

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AMERICAN FRUIT GROWER, Willoughby, Ohio

fore Skyland had specified a minimum size of 2 3/8 inch, Mesa County 2 1/2. The new contract states that both plants will accept a minimum of 2 1/2 inches for the large peach.

The \$58 price is \$2 less than the price paid last year but above the California price, which is down \$2.50 from last year. This difference will be used for added promotion of Colorado peaches, according to E. G. Maurer, Mesa, and Fred Powell, Skyland. Mesa expected to pack about 60,000 bushels; Skyland, about 80,000.

## Yield Up, Sugar Content Down

**T**he higher yield of pear trees has caused a decrease in the sugar content of the fruit.

Recent tests made at the University of California by Lawrence L. Claypool, professor of pomology, showed the average sample of pear contained 10 to 11 1/2% of soluble solids. A soluble solids of 13% is considered high today. Soluble solids ran between 14 and 17% 20 years ago.

Prof. Claypool believes the higher yield is responsible for the change in sweetness. Higher fertilizer levels and more irrigation have boosted yields, but the trees' ability to manufacture sugar has not kept up with the production of fruit.

A pretty face with naught behind it accurately describes too much of California's fruit, according to pomologists at Davis. Looks are too often given priority over flavor in fresh peaches, pears, nectarines, and other fruits.

For years growers have concentrated on cultural practices that will produce attractive fruit. In their efforts, flavor has lost out, and consumers are beginning to react unfavorably by not repeating purchases.

Increased use of heavy nitrogen fertilizer in orchards is one cultural practice that contributes to poor fruit flavor. In the case of peaches, those getting very heavy nitrogen treatment show a low content of soluble solids, the sugars, and other substances that give the fruit its flavor.

Davis workers feel that until some means is found to judge fruit on the basis of flavor as well as looks—with subsequent payment to the grower on this basis—growers will continue to concentrate on high yields and good appearance. This means that fresh market consumers will continue to get fruit with poor flavor. Consumer patience is not going to last forever.

Motorists will be attracted to your roadside market—provided it is good-looking and well located. Working drawings for an attractive, easy-to-build stand are available for \$2.00 from AMERICAN FRUIT GROWER, Willoughby, Ohio.

AMERICAN FRUIT GROWER

## PUBLIC RELATIONS

(Continued from page 7)

work with agriculture get much credit for this remarkable showing? On the contrary, the farmer is the maligned individual. But do not misunderstand me—it is largely our own fault for permitting this to be so.

Along with this have come the stories of migrant labor, poor housing, a single electric light left burning in the room so as to provide heat to a cold family; primitive sanitary facilities; no educational, social or recreational opportunities. Never mind the truth and the fact that many families return year after year to work for the same grower. Forget the improvements that many growers have made. It is the other side of the story which the public hears, and it makes a pretty sordid story.

But there is no use bewailing our lot and the fact that the general public has been given a woeful lot of misrepresentation and misinformation. The thing for us to do is figure out what we should do. Or is it worth doing something about?

This is the age of group action. Government is a part of our lives, and government is controlled by what people think. We need to be represented by able persons from well-organized groups.

Agriculture, including the fruit grower, has many problems which are governmental in nature. There are problems with pesticide regulations and tolerances, with imports and exports, with marketing agreements, with pricing, and with regulation of trucking, railroads, and co-operatives.

Also, most of us like to be appreciated and well thought of. We like to be respected for what we are.

Then where do we start? We start with each one of us becoming interested in doing something locally in our own small way with the crops that we grow.

There is nothing like quality and service to impress the consumer. We must do better with both. "Pick-your-own" has possibilities. Roadside stand contacts can help. We in the fruit business have a natural product coupled with some interesting stories of methods and history which appeal to people. The Greening Nursery Company has put out an attractive booklet, *Round and Rosy Apples*, which tells stories about the apple, describes varieties, and gives recipes.

Next come actions by small groups—the blossom festivals, the harvest festivals, the pie-baking contests, the Smorgasbords, and the beauty queens. We have done well on this, but we must keep moving ahead.

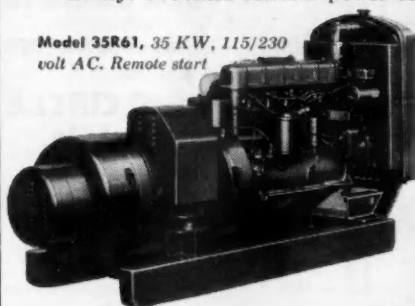
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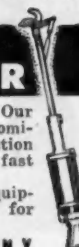


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products — Sunkist, Florida Citrus, National Peach Council, National Cherry Institute, National Apple Institute-International Apple Association, the Pear Council, and so on and on. Each one helps the other and each local group helps the national picture. We must think more in terms of the whole; and the local and commodity units will take care of themselves.

Finally, there are the paid expert public relations experts. It is a question whether more of our advertising and promotional funds should not be used for public relations. Why not contribute a certain percentage of all commodity promotional funds into a national public relations agency, for the welfare of fruit in general?

Remember the image of the aloof, stern, ruthless J. Pierpont Morgan of a number of years back which was replaced in the public mind by a human being with good intent?

This is the sort of thing that public relations experts can do. They can watch for misstatements in the news, follow them, and correct them. They can enlist the help of other industries. They can develop the proper image of a fruit grower and his problems and convey it to the general public. They can use the stories of Johnny Appleseed, of fruit varieties, and of interesting persons which are appropriately combined with fruit. They can fill the copy desk of newspaper, magazine, radio, and TV with handy material for their free use.

Then we have our great universities and experiment stations and extension services that we might call upon. Have we told enough of the exciting stories of how research is helping the general public? of the sweeping advances in agriculture? of automation? of mechanical harvesting? of quality products? or food technology?

Why do we not ask the extension services, the departments of agricultural economics, and the information services of these great institutions to do more for us in this important and worthwhile area? As Dean L. L. Rummell of Ohio says, "The pen is mightier than the sword. Still more mighty is the plow. The plow and the pen together are the key to unlimited progress in agriculture."

The facts are that agriculture, including the fruit grower, stands in a bad light with the general public, that we have been exploited by politicians and used as whipping boys for their devious purposes, that we have the products and the materials with which to reverse this trend, and that if we will put our minds to the task we can return our position to the one of respect and appreciation that we as "Food Manufacturers of the Nation" properly deserve. **THE END**

AMERICAN FRUIT GROWER



# NEW FOR YOU

## Light as a Feather

You'll be very happy to know about a ladder that almost anyone in the family can handle easily and safely. Model 203, pictured here, has an extra wide base and serrated flat steps to prevent slipping. It is guaranteed for five years. There are many models and Joe Schneider of California Ladder Co., 13636 Foxley Dr., Whittier, Calif., will be glad to tell you about them all.



## Shredder-Mower

The Gehl Bros. Manufacturing Co. celebrated its 100th anniversary by demonstrating in the orchard of Frederick C. Schroeder, West Bend, Wis., its new Clean-Cut Shredder. The shredder does a remarkable job of cutting up prunings or mowing the orchard floor. The cutter is of the flail type and operates on the hammer-knife principle. It also has been used to spread straw in strawberry plantings. I urge you to write Joe Ecker of Gehl Bros. Manufacturing Co., Dept. SA-57, West Bend, Wis., for full details.

## Signs for You

Because so many of our readers have asked me to tell them where they can get roadside stand signs, we decided to have some made and sell them to our readers at cost. The signs are quite attractive, printed on heavy waterproof board 22 x 28 inches, in two colors. In addition, we have had 5 x 28-inch strips made which can be hung below the signs to alert the passerby to what you have for sale—pumpkins, apples, cider, etc. If you would like some of these signs, just write Ed Meister, AMERICAN FRUIT GROWER, Wiloughby, Ohio. The large signs cost \$3.00 apiece, or two for \$5.00, and the strips are 50 cents each or 10 for \$3.50.

OCTOBER, 1959

FRUIT  
GROWERS:

# KILL ORCHARD MICE



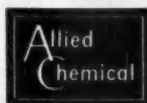
...before they KILL your trees!

SPRAY WITH

## ORCHARD® BRAND endrin for fast, easy control!

That's right! Orchard Brand Endrin is the fast, easy, modern way to control tree-destroying pine and meadow mice in your orchard. Orchard Brand Endrin eliminates laborious, time-consuming control methods such as hand-baiting and costly wire mesh screens. Simply spray it on the ground around your trees for immediate control! Don't delay! Ask your Orchard Brand dealer for Endrin right away!

The right product for every pest problem



GENERAL CHEMICAL DIVISION  
40 Rector Street, New York 6, N.Y.



# SHAKE A LIMB EVERY 20 SECONDS

## New GOULD Hydraulic Boom SHAKER

Only the New GOULD Hydraulic Boom can shake a limb every 20 seconds (or better) all day long with only one man! Why? Because it's the simplest, smoothest, easiest, fastest-to-operate tree shaker ever built. Brand new! The cleanly designed box boom contains everything... no exposed pipes or hoses at the claw. This is the only completely hydraulic boom shaker on the market. Principle proved by 10 years in use! Selective shake... speed and hardness controlled by tractor motor speed. Extremely easy on the tractor. Boom lengths from 16 ft. to 22 ft. in front of tractor wheels for walnuts, almonds, filberts, pecans, prunes, olives, cherries, plums, etc.

Patented



Trade Mark

## featuring "BEAR HUG" Claw

This is a completely new, radically different type of claw that is superior to anything you have ever used or seen before. The outstanding feature of this claw is that it allows the operator to drive straight into the limb he wishes to shake. Another advantage of the "Bear Hug" claw is the extreme gentleness with which it handles your trees. It has a new large area swivel-type pad which grips tight without sliding to prevent limb damage.

# GOULD BROS., INC.

12570-J North Capitol Ave. • San Jose 27, Calif. • Telephone: Clayburn 8-2295

# GROWERS OPPORTUNITY PAGE

Only 25¢ a word for one-time insertion; 20¢ a word per month for two-time insertion; 15¢ a word per month for four times or more. CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in the 15th of the second month preceding date of issue. You can use our companion publication, AMERICAN VEGETABLE GROWER, in combination with AMERICAN FRUIT GROWER for only 10¢ a word more.

## AGENTS WANTED

AGENTS WANTED: NOW CALLING ON Growers, Nursery and Greenhouse men, Landscapers, etc. Quality line of garden tools and knives. Good commissions. GIFTSEARCHERS, P. O. Box 11603, Mt. Lebanon 28, Pa.

RUN A SPARE-TIME GREETING CARD AND gift shop at home. Show friends samples of our new 1959 Christmas and All Occasion Greeting cards and gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. REGAL GREETINGS, Dept. 8, Ferndale, Michigan.

WILL YOU TEST NEW ITEMS IN YOUR home? Surprisingly big pay. Latest conveniences for home, car. Send no money. Just your name. KRISTEE 111, Akron, Ohio.

## APPLE PEELERS

2 FOOD MACHINERY APPLE PEELERS. Good condition. Will sacrifice. JOSEPH M. ACKLES, Griggsville, Illinois.

## BOOKS

THE HOW-TO BOOK ON STRAWBERRIES. The layman's primer, the professional's reference and everyone's factual guide to more and better strawberries. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

FOR EDUCATION, PLEASURE AND profit, read "ADVENTURES IN BEEKEEPING," A true story. \$2.00. ROBERT OGLESBY, R.R. 1, Middletown, Ohio.

75 PAGE SALE CATALOG HORTICULTURE books. Send 25¢. Supply limited. LAWYER NURSER, Plains, Montana.

DRUG MEDICINES DISAPPOINT, DISILLUSION. Why defeat nature's spontaneous recovery efforts? New 25¢ book, MEDICINES OF NATURE describes seven universal curatives freely available everywhere. M-PRESS, Coalmont 143, Tennessee.

## BRUSH & WEED KILLERS

KILL BRUSH AT LOW COST WITH AMAZING R-H BRUSH RHAP. Will not injure grasses, grains; not poisonous. For free information write REASOR-HILL CORPORATION, BOX 36AF, Jacksonville, Arkansas.

KILL SUBMERSED WATER WEEDS WHICH foul up motor propellers, tangle fishing gear, with R-H WEED RHAP-20, Granular 2, 4-D. Inexpensive, easy to use, sure results. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

MR. CORN FARMER: CONTROL BROAD leaved weeds and grasses (crab grass, fox tails) with R-H WEED RHAP-20, Granular 2, 4-D. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

## BUSINESS OPPORTUNITIES

EARN MONEY AT HOME RAISING FISH-worms for us! We buy your crop! Inquire: OAK-HAVEN-25, Cedar Hill, Texas.

EARN CASH FROM STRAWBERRY SALES! Get our How-To Book on Strawberries that gives common sense treatment of the must and must-not in strawberry culture. Fully illustrated. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

## CIDER MILLS—PRESSES

MODERN AUTOMATIC ELECTRIC CIDER presses for roadside stands and small orchardmen. Presses 10 gallon to 15,000 gallon capacity. Everything for the cider maker, ball bearing graters, press racks, cloths, packing, valves, labels, filters, pasteurizers, bottling equipment. Write for supply catalogue. W. G. RUNKLES' MACHINERY CO., 185 Oakland St., Trenton 8, N.J.

CIDER MILL SUPPLIES: USED PRESSES, cylinder packings, hydraulic cylinders, hydraulic pumps, nylon and cotton press cloths, press racks, complete engineering service available along with all types of used processing equipment for apple juice industry. Write for our prices. DAY EQUIPMENT CORPORATION, 118 W. Lafayette St., Goshen, Indiana, Ph. 3-1692.

SANITARY CIDER MAKING EQUIPMENT. Write for our latest catalog showing containers, fillers, cider supplies, filters, Palmer presses and parts for all mills—featuring the newest of Easy to Clean high capacity graters. ORCHARD EQUIPMENT AND SUPPLY COMPANY, Hill Street, Bristol, Connecticut.

## FOR SALE—EQUIPMENT & SUPPLIES

BUY SURPLUS DIRECT FROM GOVERNMENT at tremendous savings, farm tools, machinery, truck, jeep, tractor, power units, hundreds others listed in our bulletin. Price \$1.00. GOVERNMENT SURPLUS SALES, Box 169ARG, East Hartford 8, Conn.

WOOD LETTERS FOR ATTRACTIVE SIGNS. They last for years. Increase business and save money. NORTHLAND PRODUCTS, Route 22282, Rockland 25, Maine.

BUSHEL SIZE PICKING BOXES ORCHARD crates 35¢ each. BOEHMER, 4965 Quick Road, Peninsula, Ohio.

FRIEND 16" APPLE GRADER AND BRUSH-er with 2"-2 1/4"-3" sizes, bins, etc. \$450.00. Too small for our operation. H. WAMPLER FARMS, Dayton 15, Ohio.

ORIGINAL MANUFACTURER HYDRAULIC juice presses, hand and power operated, designed for small and large volume production. Press cloths, press racks, packings, valves, filter cloths and other supplies. THOMAS ALBRIGHT COMPANY, Goshen Ind. Phone 3-1785.

WATER SUPPLIES, INC., P. O. BOX 547, Ashland, Ohio—Phone 21565. We are headquarters for New Myers Power Sprayers, and Used Sprayers. Please let us know your needs.

4 HP GARDEN ROTARY TILLER, SPRAYER, tractor. Continued all. \$119.00 Special. \$227.00 Value. UNIVERSAL MFG., 324 West Tenth, Indianapolis 2, Indiana.

HARDIE PTO SPRAYER 600 TANK 40 pump Myers engine sprayer 500 tank 50 pump. R. C. MUNGER, Hart, Michigan.

## HAIR CARE

GRAY HAIR RESTORED TO THEIR NATURAL color, the liquid stops falling hair and rids dandruff. \$2.00 Postpaid. FENDRICKS, 114 N. 6 St., Allentown, Penna.

## INVENTIONS WANTED

ARE YOU INTERESTED IN OFFERS FROM reliable manufacturers for your invention? Patented, unpatented. HARVEY ASSOCIATES, Dept. 7A, Cambridge, Maryland.

## MISCELLANEOUS

BANANA PLANT, GROWS ANYWHERE—indoors, outdoors. \$1.50. Postpaid. SOPHIA SULEN, Ladylake, Fla.

FOR HIRE: MEXICAN VEGETABLE, FRUIT, farm or ranch workers, with American experience; \$100 monthly, board, year around. "CORONA," 516-17 Morelos, Guadalajara 7, Mexico.

DRESSES 24¢; SHOES 39¢; MEN'S SUITS \$4.95; Trousers \$1.20. Better used clothing. Free catalog. TRANSWORLD 164-CA Christopher, Brooklyn 12, N.Y.

SUBSCRIBE TO GOVERNMENT SURPLUS weekly. Lists all sales. Buy jeeps, trucks, boats, tents, tires, etc., direct from government. Next 10 issues \$2. GOVERNMENT SURPLUS, Paxton, Illinois.

MAILING LISTS—300,000 CAREFULLY Selected names in the Agriculture Field. Individual lists of Fruit Growers, Tomato Growers, Corn Growers, Canners, Shippers, Dealers and many other categories. Ideal for firms wishing to contact leading growers and dealers. For brochure send 10¢ to MACFARLAND COMPANY, Box 540-F, Westfield, New Jersey.

WILL PHOTO COPY LEGAL AND MISCELLANEOUS documents, veterans discharge, bills, checks, newspaper items. Any other non-copy-righted items up to 8 1/2" to 14". \$1.00 page (PPD) CARL L. POCKOCK, P. O. Box 291, Wooster, Ohio.

FARM GATE PROBLEMS SOLVED WITH the UNIVERSAL GATE KIT. Only \$11.95 delivered. Write for descriptive folder. O'CONNOR WOOD PRESERVING CO., Box 929, Athens, Georgia.

ANY FRUIT GROWER SUFFERING CHEMICAL damage from use of oil-sulphur combination spray, please contact us. Box 203, AMERICAN FRUIT GROWER, Willoughby, Ohio.

## OF INTEREST TO WOMEN

LEARN PROFESSIONAL CAKE DECORATING. Details free. DECO-SECRETS, Venice 33, Cal.

SEW APRONS AT HOME FOR STORES. No charge for material to fill orders. In our fifth successful year. Write: ADCO MFG. CO., Batrop 63, Louisiana.

WEAVE RUGS—MAKE GOOD PROFITS. NO experience necessary! Free Catalog, sample card, and low prices on carpet warp, rug filler, looms, parts, inexpensive beam counter. If you have loom, please advise make, weaving width. OR. RUG COMPANY, Dept. 9965, Lima, Ohio.

## ORCHARD FOR SALE

100 ACRES APPLES—FINE LOCATION. Fifty acres well grown set 1951. 15,000 bushel storages. Good buildings. Four water systems. 173 acres equipped \$55,000. Write, ORCHARD, 1852 Wyandotte Road, Columbus 12, Ohio.

## RABBITS

RAISE ANGORA, NEW ZEALAND RABBITS on \$500 month plan. Plenty markets. Free details. WHITE'S RABBITRY, Delaware, Ohio.

EXTRA DOLLARS RAISING ANGORA AND New Zealand white rabbits. Ready market for your production. Free details. Martin's Rabbitry, Morganfield, Ky.

## SITUATION WANTED

EXPERIENCED, AMBITIOUS FRUIT GROWER desires position as working manager or foreman on large orchard. Middle-aged, married. Prefer Eastern States. Best references. AMERICAN FRUIT GROWER, Box 201, Willoughby, Ohio.

YOUNG EXPERIENCED MAN WITH LIMITED capital seeking opportunity with established fruit grower. Desires arrangements to work toward partnership or ownership. Write Box 202, AMERICAN FRUIT GROWER, Willoughby, Ohio.

## OPPORTUNITY ADS

BUY, SELL AND TRADE—Readers and business firms will get top advertising value at low cost from AMERICAN FRUIT GROWER "Opportunity Ads." Rates—25¢ per word for one insertion; 20¢ per word per month for two insertions; 15¢ per word per month for four insertions or more. Count each initial or whole number as one word. CASH WITH ORDER. AMERICAN FRUIT GROWER reserves the right to reject or alter any copy which does not merit its standards.

When changing your address, or in any matter concerning your subscription, please send your address label from your last copy of AMERICAN FRUIT GROWER. Having your address label and the information that it contains enables us to give you quick and efficient service. Send address label to: Emmie Staudt, Circulation Department, AMERICAN FRUIT GROWER, Willoughby, Ohio. Allow six weeks for changes to be made.

AMERICAN FRUIT GROWER

## FRUIT TREES, STRAWBERRY, RASPBERRY AND BLUEBERRY PLANTS



Dwarf Apple Trees on Malling 9, 7, 2, 1 root stock, Nut and Shade Trees, ornamentals. Complete line highest quality nursery stock at low prices. Get our free 60-page catalog and planting guide, then order for planting this fall!

**BOUNTIFUL RIDGE NURSERIES**  
Box F-109  
Princess Anne, Md.

## PLANT VANCE DELICIOUS The Most Promising Red Delicious Strain

Beautiful, bright, solid red. Colors and matures ahead of other strains selling at premium prices. Free copy 56-page Catalog in color, furnishing further information on Vance; also offering Virginia's Largest Assortment Fruits and Ornamentals.

**WAYNESBORO NURSERIES**

Waynesboro,

Virginia

## PEACH APPLE TREES LOW AS 20c

Cherries, pears, plums, nut trees, strawberries, blueberries, dwarf fruit trees, Grapevines 10c. Shrubs, evergreens, shade trees, roses 25c up. Quality stock can't be sold lower. Write for FREE color catalog and \$2.00 FREE bonus information.

**TENNESSEE NURSERY CO., BOX 4, CLEVELAND, TENNESSEE**

## RED RASPBERRY PLANTS FOR SALE

The Largest, Best Selling, shipping and canning berry grown. Will grow and produce in any climate. Proven to be superior to any other Red Raspberry. Satisfaction guaranteed. State inspected. Will replace all plants that do not grow.

**RALPH MATHISON, Route 2, Alpena, Mich.**

## AMERICAN-FRENCH HYBRID GRAPES

Eighty-four varieties  
Circular

C. A. Stoughton Vineyards, Fredonia, Kansas, Rt. 4

## TREES COMPLETE LINE

- Fruit—Dwarf
- Flowering
- Shade
- Berry Plants, Roses, Bulbs
- FREE CATALOG

**Tualatin Valley Nurseries SHERWOOD, OREGON**

## NEW! VIRUS—FREE STRAWBERRY PLANTS

Available in all leading varieties. Newest bright-resistant pear introductions Ayres, Hoskins, Moores, Dabney, Latent U. S. Dept. of Agriculture peach introductions. Complete line of nursery stock. Write for FREE color catalog and \$2.00 FREE bonus information.

**TENNESSEE NURSERY Co., Box 11, Cleveland, Tenn.**

Read the advertisements and remember advertisers will be glad to send you catalogs, specifications, and prices. Be sure to say you saw it in

## AMERICAN FRUIT GROWER

# WANTED MEN AND WOMEN

**GROW MUSHROOMS.** Cellar, shed and outdoors. Spare, or full time, year round. We pay \$4.50 lb. dried. We have 29,000 customers. **FREE BOOK.** Washington Mushroom Ind., Dept. 321—2954 Admiral Way, Seattle, Wash.

## T. B. West & Son

**MAPLE BEND NURSERY**  
FRUIT TREES ORNAMENTAL  
SMALL FRUIT PLANTS TREES AND SHRUBS

Also Dwarfs in the Popular Varieties

**FERRY, OHIO**



If it's for an orchard (large or small) we have it. We would like to send you our latest free catalogue!

Write to:  
**Tyson Orchard Service**  
A complete line of orchard tools, equipment.  
Flora Dale, Siglerville, Pa.

## PROGRESS

(Continued from page 8)

herbicides on the grape rows to eliminate the laborious job of hoeing.

The mixture which performed well was 1½ pints of Dinitrol and 15 gallons of No. 2 fuel oil mixed with water to make 100 gallons. It was applied at the rate of 50 gallons per acre in a band 18 to 24 inches wide under the trellis.

Two applications were made, one when weeds were 4 to 6 inches high and another one month later. This program worked well with all weeds except grass.

Last year Karmex and Amino Triazole were tried. The results with Karmex were outstanding and the Greens are now using this material on a larger scale. If the results are good, they will change over to it entirely since it also controls grass.

Lovell lists these advantages of chemical weed control:

- 1) It saves labor and cuts costs.
- 2) Damage to roots is avoided.
- 3) Regular sprayer can be used provided it is thoroughly rinsed out with water after use.
- 4) Work of cutting suckers is reduced.

Balanced pruning is practiced in the Green vineyards. In balanced pruning 30 buds are left for the first pound of canes removed in pruning and 10 additional buds for each additional pound of wood removed.

As posts in the Green vineyards are renewed the top wire of the trellis is raised to 6 feet. This allows more air and light to penetrate the vines.

The Green fertilizer program consists of 200 pounds of ammonium nitrate (60 pounds actual nitrogen per acre) broadcast early in the spring with a rear-end fertilizer distributor. Sulfate of potash at the rate of 125 pounds per acre is applied with a corn planter in a 2-foot band under the vines. Barnyard manure is used every other year, 6 tons per acre.

Brush is cut up with a shredder and left in the vineyard for mulch.

The Greens belong to the Tri-County Grape Growers Association, an educational and promotional organization of growers in Lake, Ash-tabula, and Geauga counties. They are also enthusiastic members of the Tri-County Horticultural Society.

In the 65 years Green has been in the grape business he has received prices ranging from \$15 to \$200 a ton. It is his firm conviction that the only way to make a farm enterprise pay is to adapt it to the particular situation and stick with it through thick and thin. **THE END.**

## Profits and Production DEPEND ON THE TREES YOU PLANT

- BUD SELECTION
- TRUE-TO-NAME VARIETIES
- PROVED and PROFITABLE

The Greening Nursery Company, one of the leaders in bud selection, have for over 100 years given all growers the benefit of their research and improved strains which mean greater orchard profits.

## AGENTS

Earn extra money, full or part time. It's pleasant and profitable to sell Greening nursery stock. Write us today for all of the details.



Send 10c to cover postage for the Greening 40-page color catalog.

**THE GREENING NURSERY CO.**

P. O. Box 605, Monroe, Michigan

## DWARF APPLE TREES

Available on Malling I, II, VII, IX, Malling Merton 106, 109, 110 and 111.

## DWARF PEAR TREES

*budded on Old Home*

We are one of the country's oldest Nurseries and the largest grower of fruit trees east of the Mississippi River. If you have a special strain or selection, we will bud on contract for you.

Write us for commercial fruit growers price list.

**Kelly Bros. Nurseries, Inc.**

Dept. AFG-10

Danville, N.Y.



## DWARF FRUIT TREES

Ideal for home gardens, require little space, full sized fruit, begin fruiting 2nd or 3rd year. Enjoy delicious fruit from your own trees. We have dwarf peach, apple, pear and new North Star cherry. Also new grapes, berries, nut trees, fruit trees, blueberries, strawberries, shade and ornamental trees. Miller's color catalog FREE.

**J. E. MILLER NURSERIES**

905 W. Lake Road

Canandaigua, N.Y.



• Fruit for Health

## Marketing Begins in the Field

"THE failure to produce high quality fruit with high sales appeal, long shelf-life in retail stores, and good storage qualities is a marketing problem," says an English trade journal controlled and published by fruit growers.

Little by little, grower opinion is straightening out the idea that "marketing" is the sole province of those who take the fruit onward from the farm gate—principally the economists.

But "marketing" begins in the field—not at the farm gate alone. "Marketing" is not just charts and graphs and theories; it is also biological processes, flavors, colors, aromas, vitamins, and health.

Those who make the distinction between "production" (as they view it) and "marketing" (however they choose to define it) are rendering a disservice to agriculture. It is not "production" that we are interested in—not in the sense of overproduction, gluts, wastes, and low prices. It is "growing" which interests us. And "growing" problems are "marketing" problems, as the trade journal rightly states.

## Fruit for Health

DR. E. V. McCOLLUM, famous pioneer nutritionist from Johns Hopkins University, received a Centennial Award from the Borden Company Foundation in 1958.

Replying to the presentation, he told a touching story of his early life. It seems that as an infant he suffered from scurvy, and owes his survival to the chance occurrence of a stock of overwintered apples which were available in March at the time of his first birthday.

His mother, so he has been told, peeled some apples to make into pies. As she worked, she held him on her lap to comfort him in his affliction.

"By chance she gave me some scrapped apple," he continues. "Observing that I liked it, she gave me a considerable amount, and did so the following and successive days. She said that within two days I was noticeably improved, so that she kept on with giving me apples. I recovered

... and I have throughout my life been a friend of the apple."

This is an example of the type of thing which good public relations experts can pick up and disseminate—to the advantage of the fruit industry. We hope you will read the article on public relations in this issue, and that you may be stirred to action.

## Fruit for the Young

PUBLIC SCHOOLS below the college level in the United States used more than \$36 million worth of fresh and processed fruits and fruit juices during the year ended June, 1958, according to a recent survey by Agricultural Marketing Service, USDA. The items included fresh, frozen, canned and dried fruits, and fruit juices.

The survey showed that deliveries to the schools, which have a total enrollment of somewhat over 21 million pupils, averaged \$1.70 per child.

Canned items comprised nearly four-fifths of the value of the fruits and juices consumed in the schools. Fresh fruits made up nearly all of the remainder, with dried and frozen fruits amounting to about 3%.

Fruits and juices purchased locally by the schools accounted for about 85% of the total value, the remainder being donated directly by USDA.

Recent 1959 purchases by the USDA, with funds appropriated under the National School Lunch Act, were 403,875 cases of No. 10 size cans of red tart pitted cherries and 638,700 of U.S. choice grade canned clingstone and freestone peaches.



## Fruit Talk

The miniature supermarket (the modern neighborhood convenience store which stocks only one brand of fast moving items, is being watched as a counterbalance to continued growth of the giant supermarket.

"U-Pick-Em" is the slogan that is bringing together a lot of satisfied customers and growers.

Mattus, Scott and Claypool have traced the brown spot disorder of canning pears in California to impact bruising of firm fruit during handling operations after harvest.

You have undoubtedly observed the strange antics of black raspberry canes in the fall of the year—how they bend downward and root at the tips. Then they reverse themselves and grow upwards as a shoot which has now become rooted. Heslop-Harrison of Ireland now find that this remarkable performance is due to daylength, involving shortening of the day in late summer. Canes have been induced to root by artificially darkening the tips of the plant.

West Germany is planning to import an undisclosed amount of concentrated pineapple juice in 6½-pound containers.

There is renewed pressure to base the phosphorus and potassium contents of fertilizers on the elemental material (P and K) as is now done for nitrogen (N), in place of phosphorus pentoxide (P<sub>2</sub>O<sub>5</sub>) and potassium dioxide (K<sub>2</sub>O). This means that a 10-10-10 fertilizer would be labeled 10-4.4-8.3 which could be rounded to 10-5-8.

Says a prominent eastern fruit grower, "An increase in price from 10 cents a dozen to 12 cents a dozen of 303 cans could mean \$1 a bushel to the grower for his fruit. It costs 10 cents a can just to can water."

Jenkins and Rohde of Maryland report that extracts (just plain juice!) from asparagus plants will kill nematodes. To which A. N. Pratt of Tennessee adds, "Now if someone will find a juice which will put a chill in the heart of a chigger, I'll be able to enjoy the good old summer time! May even try taking asparagus juice."

And Ark of California finds garlic juice fatal to certain bacteria and fungi—and not just the odor, either.

The grape constitutes the bulk (35.5%) of world fruit production, followed by the apple (14.6%), the orange (12.9%), the banana (11.4%), the olive (5.5%), the peach (4.7%), the pear (3.4%), the plum (2.3%), lemons and limes (1.7%), grapefruit (1.6%), pineapples (1.6%), dates (1.2%), figs (1.2%), cherries (1.0%), apricots (.5%), nuts (.5%), and strawberries (.3%)—according to computations by Dalrymple of Connecticut.

—H.B.T.

## Coming Next Month

- The World's Largest Pecan Orchard
- Growing Apples and Pears on Wires
- Setting Grape Stakes with Water
- Ohio Apples Are Bathed Instead of Brushed



## Here...the trucks with Total Newness! '60 Chevrolet

*(anything less is an old-fashioned truck!)*

With revolutionary torsion-spring suspension, with bulldozer durability in frames, sheet metal and cab construction, these unique '60 models ride like no truck ever rode before...last longer than any Chevrolets ever made!

If ever a truck looked specially designed for farm duty it's the '60 Chevrolet. Take the way it rides. With those new torsion springs

up front there's an entirely new feel behind the wheel. You roll easy over pasture trails and back roads you used to take strictly in low gear. You get more hauling done in a day's time.

Then take Chevy's new dura-

bility. Frames are stronger; cabs roomier and 67% more rigid. And that new independent front suspension soaks up most of the road shock and vibration that can shake the life out of a truck's body and sheet metal in no time.

And Chevy's got the kind of truck style you'd be pleased to show off anywhere. Your dealer will be glad to arrange a ride.... Chevrolet Division of General Motors, Detroit 2, Michigan.





**DROPPED LEAVES DROPPED FRUIT:**

## Costly signals of magnesium deficiencies

How big could these apples have been? How much bigger or better colored would every apple have gotten — if so many leaves hadn't fallen so soon?

But getting high-box yields is not just a matter of keeping apples and leaves on the tree till maturity. The leaves you keep on the tree *must* be healthy. They must make the high quantities of nourishment needed — to produce good fruit. Dropped leaves and dropped fruit are often the result of *magnesium starvation*.

**What are the danger signs?** Older leaves turn yellow between the veins. The faded part may scorch rapidly. Some die. The tree withdraws magnesium for fruit and new leaf formation from other essential growth functions. This cuts down the amount of available leaf surface for the manufacturing of building materials for fruit production.

**How do you cure the tree?** You can cut these losses and give your tree full production power by applying mixed fertilizers containing Sul-Po-Mag — sulphate of potash-magnesia. Sul-Po-Mag is easily soluble and quickly available to get your trees back into high quality fruit production.

**When should it be applied?** Apply fertilizer containing Sul-Po-Mag as a continuing part of your fertility program. And to guard against deficiencies in your next crop get Sul-Po-Mag into your orchard this fall. Give it a chance to get into the root zone this fall and winter.

Ask your fertilizer dealer for mixed fertilizer containing Sul-Po-Mag. Complete fertilizers with Sul-Po-Mag can start paying crop dividends for you . . . right now.

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**S.P.M.**  
PREMIUM

Quality fertilizer containing a combination of readily available magnesium and sulphate of potash obtained from **Sul-Po-Mag**

GENUINE SULPHATE OF POTASH & MAGNESIUM  
Mfg. South Africa - U.S. Pat. - 2,640,000

Look for this identifying Seal of Approval when you buy. It's your assurance of extra-value fertilizer.



Producers of Living Minerals

AGRICULTURAL CHEMICALS DIVISION

**INTERNATIONAL MINERALS & CHEMICAL CORPORATION**

Administrative Center: Skokie, Illinois

INTERNATIONAL MINERALS & CHEMICAL CORP.,  
Dept. AFG-38, Skokie, Ill.

Please send me a free copy of your "Magnesium Booklet" which discusses magnesium and Sul-Po-Mag for specific crops.

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